



Adults' Media Lives

Wave 19: 2024

A report for Ofcom

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INTRODUCTION TO THE STUDY

Since 2005, the Adults' Media Lives study has provided rich contextual insight into media trends by examining how technology and media fit into individual people's lives.

This annual study consists of filmed interviews with a panel of 20 people who represent a broad cross-section of the UK population. We have conducted 19 waves of research to assess the impact of new devices and services on people's everyday lives. This has allowed us to identify new and emerging media literacy issues, as well as tracking how life experiences change people's needs and shift their attitudes to digital media.

In many cases these changes have been dramatic, not only due to the availability of new devices and services, but also because of changes in the lives and domestic circumstances of the individual participants. For instance, we see how going to university, entering or leaving the world of work, becoming a parent, experiencing the break-up of a family or financial hardship are important drivers of change in participants' relationship with media. Recent years have presented unique challenges in the COVID-19 pandemic and the cost-of-living crisis which have been major catalysts for change, for example, in terms of the role that communications technology plays in home working, and the use of the internet to shop around for better deals.

This wave, 16 face-to-face and four online interviews were conducted between 10th October and 1st November 2023 by Mark Ellis, Lauren Dempsey and Tony Harbron of The Knowledge Agency.

The number of participants in the study is relatively small, but these people are chosen carefully to reflect a broad cross-section of the UK population in terms of age, gender, location, ethnicity and social circumstances. More than half of the sample have participated for over 15 years. This year, however, our sample included a new recruit – a 37-year-old banking analyst from Leeds.

Certain subjects are tracked each year, for example:

- Acquisition of new media hardware (smart TVs, smartphones, smart speakers, wearable technology etc.) and services (such as super-fast broadband, streaming services, etc.).
- Development of media literacy skills, confidence in the use of digital media, and adoption of new online activities.
- The role of the internet in daily life (e.g. education, work, shopping, banking, interacting with government and other institutions).
- Use of mobile devices to consume content.
- Viewing behaviour and other content consumption.
- Sources of news and information.
- Trust in content and media providers across different media platforms.
- Concerns about personal data, privacy and security.

However, the research model is flexible enough to explore specific new areas of interest each year; for example, the impact of the cost-of-living crisis on participants' media behaviour, and attitudes to the media coverage of major events such as the Coronation and the men's and women's World Cup football. This year, for the first time, we explored participants' understanding of and attitudes towards artificial intelligence. As part of this, we showed them example images and video (see Annex 3) to help explore how they approach the challenge of distinguishing real content from that created by generative AI.

Over the years we have witnessed the real world impact of some important changes, such as:

- An increased reliance on the internet as many of our participants' everyday activities have moved online: shopping, studying, banking, house-hunting, applying for jobs and engaging with public services. For some this has been extremely empowering, but those who don't have access, or the skills to use the internet effectively, can feel disadvantaged or disenfranchised.
- A shift from linear TV to time-shifted and on-demand viewing, and the increased use of streaming services alongside traditional broadcasting.
- A reduced reliance on – and trust in – mainstream news providers, as news consumption has become more fragmented and personalised, and social media has become a gateway to more diverse sources of information and influence.
- A shift in privacy issues from worries about personal data being hacked, or private details of their personal lives leaking into the public domain, to concerns about how, for example, they suspect that devices might be listening in to their conversations to target personalised advertising at them.

The study complements Ofcom's large-scale quantitative research into media use and attitudes. On occasion, it acts as a bellwether, hinting at changes of attitude or behaviour that are not yet observable in other data sources. However, its findings should be read as illustrative and illuminating, rather than as fully representative of the population.

Understanding attitudes is a key objective of this research. Any opinions on public figures or specific platforms in this report are the participants' own, and do not reflect the position of Ofcom or of The Knowledge Agency.

OVERVIEW

This year's report is split into two parts. The first focuses on issues related to critical awareness and trust in media. The second looks at broader developments in media use and attitudes.

Key insights from Wave 19 include:

TRUST IN MEDIA

News

There has been a decrease in the overall level of interest in news in the past year. Certain news stories, however, still managed to capture participants' attention – including the conflict in Gaza.

There has been an increase in the use of non-broadcast sources for news and current affairs. Instagram and TikTok are becoming more important, and the way these platforms are consumed often makes it difficult to see what the original source of a news story is.

There are mixed attitudes towards the BBC as a news provider. For many it is still their first port of call, but more critical voices increasingly question its impartiality.

Around half the sample have some interest in local news, and participants access this from a variety of sources. Others claimed to avoid local news, either because they think it is parochial or because they find reports of (e.g.) crime in their local area distressing.

Artificial intelligence (AI)

There was a wide range in the level of understanding of – and exposure to – AI among participants. Most of them had little knowledge of AI and, as an umbrella term, it means different things to different people.

Many participants viewed AI as a threat either to jobs, to their personal safety or even to national security, although those who had experience of using it tended to have more neutral or positive views.

In a controlled environment, most participants were able to distinguish between real and AI-generated content, although many expressed concerns over how realistic the latter looked, and doubt that they would be able to spot fakes "in the wild".

Online sources of information

There was significant growth in the claimed consumption of podcasts, across a range of platforms. Most of this content is produced outside the mainstream media, and this regular consumption of long form content has fostered a relationship of trust between podcast hosts and their audiences, leading to the emergence of authoritative independent media voices, each with their own base of followers.

Participants do not exercise the same level of critical judgement across all online content. When it comes to health information, for example, they are much more sceptical about written content on websites than they are about spoken-word content on podcasts or YouTube videos.

In comparison to previous waves, participants claim to pay less attention to online reviews when making purchasing decisions. This was sometimes driven by bad personal experiences with well-reviewed products and services.

MEDIA USE AND ATTITUDES

Overall patterns of behaviour and technology adoption

Participants' day-to-day lives are increasingly reliant on media technology, and technology was frequently mentioned as influencing changes in participants' behaviour too, such as the increased use of e-readers in place of books.

Most participants feel like their lives are getting busier, and this leaves them with less time to engage with social media, viewing and listening.

There has been modest further growth in the adoption of smart technology, primarily the acquisition of smart security technology (doorbells and cameras) and thermostats.

Participants have mixed feelings about their increasingly digital way of life. The younger ones were generally positive about the shift to greater online interaction with public services, paperless tickets, etc. but many older participants in particular don't trust the technology to work reliably.

Around a third of participants have upgraded their phones in the past year, a marked increase in the previous few years. The quality of the camera was the most cited reason for choosing a new device.

Although large scale surveys suggest that the number of adults gaming is declining, more of our participants claimed to have engaged in some form of gaming in the past year. This was almost exclusively participants claiming to play simple, self-contained game apps on their mobile devices, and most of those who play games claimed not to interact with other players online.

Cost-of-living crisis

Participants had noticed increases in their food, fuel, rent and mortgage costs. Most are managing OK, but almost all were taking steps to economise.

Broadband and streaming services have so far remained relatively immune to cost-cutting. Streaming services continue to be valued; good broadband is seen as essential.

Changes in online shopping behaviour are helping participants to economise; many are shopping around more than before and more likely to look for discount codes and special loyalty offers. Several have also started selling online for the first time.

Viewing and listening

Participants described an eclectic range of viewing experiences across a variety of different devices. These experiences are heavily influenced by when they are available to view, and who they are with at the time.

Participants claim to view less and less live TV and increasing numbers (now around a third of the sample) do not have access to a traditional live TV service in the form of a set-top box or aerial.

There has been a perceived decrease in the quality of content on both regular TV and streaming services, and participants' viewing highlights of the year included a surprising amount of older content, much of which had been viewed before.

Many participants praised the PSB coverage of major events in 2023 such as the Coronation of King Charles III and the women's World Cup football.

However, broader attitudes towards the BBC were more negative than last year. A number of participants had not bought a TV licence this year, with several others only doing so grudgingly.

In contrast to the growth in claimed podcast consumption, claimed radio listening was down on previous years. Most claimed to listen only while driving, if at all, and the greater availability of in-car Bluetooth systems means that many now have other listening options when driving.

Social media and harmful content

Most participants are spending less time on social media than before, and many also claim to be more circumspect about what and how often they post. This is partly due to time pressure but also (for some) because of privacy concerns and/or frustration with the amount of advertising and unsolicited content served up to them.

There has been growth in claimed membership of private Facebook and WhatsApp groups, and social networks that are specific to participants' local area.

Participants continue to use a portfolio of messaging apps. Some younger participants described themselves making a special effort to separate their work and personal messages by limiting specific platforms to either work or social use.

YouTube continues to grow in importance. The availability of YouTube on big screens through more widespread ownership of smart TVs has further boosted its appeal, and some participants described themselves watching YouTube in preference to other forms of content on their main TV set.

Most participants felt that they had not personally been exposed to harmful content in the past year. However, the conflict in Gaza was recognised as being a potential source of very upsetting images and videos. Some were deliberately attempting to shield themselves from such content, but others felt that they had a duty to inform themselves.

There was very low awareness of the Online Safety Act and those who claimed to be aware had limited understanding of its scope and remit.

Privacy and security

Attitudes to privacy and personal data were broadly in line with previous waves. However, some individuals claimed to have become more circumspect about sharing their personal data, particularly those who had been subject to some form of online fraud in the recent past.

Attempted scams are becoming more frequent, credible and sophisticated, and many participants claimed that it is getting harder to tell whether or not unsolicited calls, texts and emails are genuine.

Less media literate participants rely on family and friends for advice when faced with a potential scam. If this help isn't readily available, they tend to err on the side of caution, deleting emails or choosing not to respond to calls and messages.

Even otherwise digitally savvy individuals can fall victim to scams. Two younger participants nearly lost large sums of money this year as a result of phishing attacks.

Trust in Media

1. NEWS

1.1 There has been a decrease in the overall level of interest in news in the past year

There was a notable decrease in the reported consumption of news by participants in this wave. Various reasons were cited for this loss of interest.

Some were keen to avoid what they perceived to be a relentless stream of bad and upsetting news.

I just get so emotional. It just makes me so sad, you know, especially now with the Hamas thing. You know, every time you turn something on... Poland [sic] is now on the back burner. There's a new war in town, you know? Yeah, it's depressing.

Female, 62, Unemployed, London

I never really watched a lot of news. Depressing, most of it.

Male, 62, Unemployed, Lisburn, NI

But even those individuals who had previously been more avid consumers of news claimed to have changed their behaviour, partly because of the focus on international rather than domestic events, and partly in the belief that ongoing issues like the cost-of-living crisis do not require constant monitoring.

I'm not really watching the news as much as I used to... I think it's laziness... I'm not really interested.

Male, 79, Retired, Warwick

I still try and keep on top of the news, and if a couple of days goes past where I haven't actively engaged with the news, then I will make the effort to listen to the latest bulletins. But yeah, I would say, I'm a bit less obsessed by it.

Male, 44, Web Officer, Cardiff

I think everyone who is facing the problem of the [cost-of-living] crisis knows that they don't need, like, a BBC News notification to remind them.

Male, 19, Student, Birmingham

Certain news stories, however, still managed to capture participants' attention. For some this was the conflict in Gaza. For others it was human interest or celebrity stories, such as the death of Matthew Perry.

When Matthew Perry passed away, I was at a wedding and everyone was together. Everyone was having a good time. Nobody was looking at their phones. But my sister – who's 16, typical teenager – was on her phone and so she was first to see that he had passed away. And she said to somebody, "Oh, Matthew Perry's passed away". And it was like a sea: it just passed up the whole room. You could hear everybody like Chinese whispers up the hall.

Female, 23, Nurse, Belfast

1.2 There has been an increase in the use of non-broadcast sources for news and current affairs

The continuation of one long term trend this year was an increase in the reported use of non-broadcast sources such as social media and YouTube for news and current affairs.

Social media... YouTube as well. I do watch the news content on there. Again, you can get a wider aspect of information.

Male, 37, Banking Analyst, Leeds

I find YouTube quite good for deep dives into topics that won't necessarily be covered on, say, the BBC.

Male, 27, Tutor, London

Social media continues to be an important access point for news and current affairs content and Instagram and TikTok are becoming regular sources of news for some of our younger participants. When viewing video clips on social media it can often be difficult to see what the original source of a news story is.

On TikTok, you get so many clips of Rishi Sunak and stuff like that, and the things that he said. There's a lot of stuff on his opinions on gender and stuff at the moment, which is something that really interests me... Sometimes the accounts don't even have photos. They're, like, just accounts. And I won't even think too much about who it is that has posted it.

Female, 23, Sports Coach, Warwick

I think social media is more truthful and, in the comments, you can see everyone's opinions. There's no reason for them to twist the truth or lie.

Male, 19, Student, Birmingham

Some participants talked about using trusted personal networks of friends, colleagues and family, to keep them up to date.

I'll ring my dad every day. And my dad will tell me "Have you heard so-and-so?", so he'll give me that news. Plus, he watches GB News and he watches Aljazeera News and then he'll say "What do you know your end?" Because we've got all the other stuff, you know, all the conspiracy stuff and all the rest of it.

Female, 50, Carer, Somerset

Lastly, a few participants spoke of using YouTube to access news events "at source", in the form of first-hand accounts and live streams from conflict zones. They like the idea of what purports to be real world experience, apparently unmediated by any kind of editorial voice.

There is information everywhere and there's people everywhere posting their experiences of what's going on and how they are living. I think that is very important.

Male, 37, Banking Analyst, Leeds

The news that we're watching is people that have got cameras set up in Gaza at the minute. It's four different cameras set up on the TV and they're all different places. So, they're watching it all live. And one of the cameras did go off the other day, and the bloke did get killed. It's pretty horrific what's going on at the minute.

Female, 50, Carer, Somerset

1.3 There are mixed attitudes towards the BBC as a news provider

For many participants the BBC remains a trusted source, and their first port-of-call for balanced, impartial news coverage. However, some expressed reservations about aspects of its coverage.

I trust in the BBC and Sky, and I think they're the ones I engage with.

Female, 30, Solicitor, Edinburgh

If I really need to know an article, then I'll look up BBC News. I'm trying to encourage the kids to use Newsround just to get the headlines of what's going on in the world.

Female, 46, PA, Woking

I still rate BBC News very highly. I like that they're still relatively balanced and I think they do some outstanding regular reporting. In some ways the reporting can be a bit bland, but I think as a national broadcaster that's probably a good thing.

Male, 27, Tutor, London

I haven't seen them particularly challenging on some topics. I've not seen, to be honest, enough around things like climate change. But I do think that they still maintain a level of journalistic integrity.

Male, 44, Web Officer, Cardiff

Others were more openly critical, particularly of the BBC's coverage of the Gaza conflict. There were criticisms, by some, of its reluctance to label Hamas as a terrorist organisation and, by others, of its perceived failure to challenge the actions of the Israeli government.

The BBC have become a lot less trustworthy over the last three years I would say. I've just been very aware of the wording, everything that's been used, stuff like that. The stuff that is used to trigger people's emotions and get people thinking a certain way about a certain group of people.

Male, 37, Banking Analyst, Leeds

Israel and Palestine, for example. The BBC tend to twist it quite a lot whereas on Instagram it shows like the truth about it and everyone's point of view.

Male, 19, Student, Birmingham

A minority continue to be highly sceptical about the BBC as an organisation; this includes questioning its neutrality as a news source.

I don't know who's telling them what to say or whatever, but you get one of them speak out that's different and they get the sack.

Female, 50, Carer, Somerset

1.4 Around half the sample have some interest in local news, and participants access this from a variety of sources

There was a wide disparity in the level of interest in local news across the sample. Those most likely to be interested were older participants and those living in Northern Ireland, Scotland and Wales.

Around half the sample claimed to have some level of interest in local news. They were accessing this from a variety of sources: the websites and social media feeds of local news outlets, regional broadcasters (especially in the Nations) and, more informally, from locally-focused social media platforms and groups.

Say we're in work and someone says "Did you hear that such and such happened?". They can give me some details, but they can't really give me the full story. I'll then go and look up Belfast Telegraph or Belfast Live to find the news story.

Female, 23, Nurse, Belfast

I have my radio on during the day. That's more local. The television's all of Scotland.

Female, 79, Retired, Edinburgh

A minority claimed to avoid local news – some because they find it parochial, others because they find reports of (e.g.) crime in their local area distressing.

I've got a particular app that's supposed to be local... I don't know if you've ever seen those apps, but people moan about everything.

Male, 69, Semi-retired, Pinner

I actually downloaded an app... I think it's called Next Door, which is meant to be a kind of social media, you know, for the vicinity... And I had one scroll and it was all about, you know, someone's kids being intimidated by big dogs. I thought "Nah", and that's the one and only time I've looked.

Male, 27, Tutor, London

I don't know whether I want to keep hearing about so many murders. That sounds really bad, but it can make you a little bit nervous... It's very depressing at the moment. Isn't that sad?

Female, 57, Housing Officer, Coventry

2. ARTIFICIAL INTELLIGENCE

2.1 There is a wide disparity in awareness, understanding and experience of artificial intelligence (AI) among participants

There is a wide range in the level of understanding of and exposure to AI among the participants. Most of them had little knowledge of AI and, as an umbrella term, it meant different things to different people, from chatbots to research tools, deepfakes to driverless cars. In some cases, they were aware of AI-based features being added to apps they already use (e.g. Snapchat) but had not actively explored this new functionality.

*Snapchat has brought in a new AI thing...
I don't really understand much about it or how it works.*

Female, 23, Nurse, Belfast

*I don't really know too much about it and it has definitely not
come into play in my life.*

Male, 34, Carer, Clacton

2.2 Many participants viewed AI as a threat, although those who actually used it tended to have more positive views

Many participants described AI as a potential threat to jobs, to privacy, to their personal safety or even to national security. This was partly driven by negative news coverage of the potential risks of AI, and partly by the portrayal of AI in films and TV dramas like (historically) *Westworld* and *I, Robot* and (more recently) *The Capture*, which have influenced their perceptions of what AI is.

I know that it's in the papers. It's certainly threatening.

Male, 79, Retired, Warwick

I get most of my information about it from work, and I think within the legal profession, there's a big push on how it's going to replace all of our jobs... I think I'm hearing about it in the news much more than I'm kind of feeling it in my life at the moment. But I think that at some point that will probably change.

Female, 30, Solicitor, Edinburgh

I'm always suspicious about things I don't understand. There will be a select few that can understand it and the rest of us won't be able to, and then we'll have no control and they'll have all the control.

Female, 62, Unemployed, London

Those participants who had been exposed first-hand to AI, either in the workplace or in their studies, were more likely to be knowledgeable and less likely to feel threatened by AI.

Microsoft Word has got an AI installed in it already, so I've been writing multiple risk assessment documents, and I noticed it has started finishing my sentences. And I was like, "Hmm!": I think this is just the beginning.

Male, 37, Banking Analyst, Leeds

If I've got like a long email I need to draft, I will use it to help me. That's actually saved a lot of time for me.

Female, 23, Sports Coach, Warwick

A few had tried out generative AI tools for themselves (primarily ChatGPT, either to help with writing tasks or to generate ideas). On the whole, their experiences had been positive, and they were impressed with the results.

I recently asked it to generate a three-day itinerary for Vienna, where I'm going on holiday tomorrow... And it came up with a brilliant sort of itinerary.

Male, 44, Web Officer, Cardiff

I used it yesterday, I think, because I was making my LinkedIn profile. I asked them to create a bio for me but then I was like "This bio seems very... over the top, sort of like begging". And so, I asked my sisters, and they said "You know what? That's really good". So, then I was like "I'll just save it".

Male, 19, Student, Birmingham

2.3 In a controlled environment, most participants were able to distinguish between real and fake content, although many expressed concerns over how realistic the latter looked

In order to assess how effectively participants were able to distinguish between AI-generated and real content, we presented them with two images – a real but highly stylised promotional photo of the actress Margot Robbie for the movie *Barbie*, and an AI-generated image purporting to be a photo of Donald Trump’s arrest – and a deepfake video of Martin Lewis promoting an investment opportunity associated with Elon Musk (see Annex 3).

In the controlled environment, most participants were able to successfully distinguish between the fake and real content. However, many of them were concerned over how realistic the fake content looked and expressed doubt that they would be able to identify it as fake if they weren’t thinking about it.

This is fake. But it's quite frightening.

Female, 35, Doctor, London

Let's say it was on my TV or my phone and I was watching it and I wasn't thinking about the possibility that it's AI. I probably wouldn't have passed any remarks on any of those images. I probably wouldn't have thought twice about it.

Female, 23, Nurse, Belfast

Participants were most confident when they were able to make a judgement with some kind of contextual knowledge. For example, when judging the Martin Lewis video, most were aware that he does not endorse products, and that was the primary factor which helped them to decide that this particular video was fake.

I would really like to think that was definitely fake because of who Martin Lewis is.

Female, 57, Housing Officer, Coventry

I'm not so sure Martin Lewis would be plugging somebody like Elon Musk... But there is nothing there that would certainly for sure tell me that it's false.

Male, 69, Semi-retired, Pinner

*I'm not sure because of what I've heard Martin Lewis say...
that he takes no part in any advertising. So, I gather it's a fake.
But I couldn't tell you by the picture.*

Female, 79, Retired, Edinburgh

The perceived intent behind the image was also influential in participants' decision-making. In particular, several were more sceptical about the Donald Trump image when they were told that he himself had posted it.

*I reckon that's probably fake then. I don't know. It just looks a bit like something
from a movie... And I guess it's Trump, so he would probably do
something like that.*

Female, 23, Sports Coach, Warwick

A few participants demonstrated some understanding of the limits of AI technology when it comes to image generation, particularly its ability to reproduce specific details.

*I'd have to have a proper look at that and tell you, because
it messes up with hands. One, two, three, four fingers.
It doesn't look too bad. Yeah, I'd say that's probably real.*

Female, 50, Carer, Somerset

The image most likely to be identified incorrectly was the genuine, but stylised, image of Margot Robbie. This reflected a degree of confusion about where exactly the line is between Photoshop (or airbrushing, as it was often referred to) and generative AI.

*Part of the issue is I think that a lot of images of celebrities are so airbrushed
anyway, it's borderline impossible.*

Male, 27, Tutor, London

*I mean, I know she's a stunning actress, but it looks
a little bit too airbrushed.*

Female, 46, Fundraising Manager, Cardiff

3. ONLINE SOURCES OF INFORMATION

3.1 There has been significant growth in the claimed consumption of podcasts, especially those produced outside the mainstream media

Around two thirds of participants (including all of those aged under 50) reported listening to (or watching) some form of podcast. This is a significant increase on previous years. Participants are consuming podcast content on a broad range of topics, including entertainment, sport and fitness, and news and current affairs.

The Rest is Politics and Battleground Ukraine I listen to pretty religiously and pretty much every episode. They have two a week.

Male, 27, Tutor, London

Podcasts? I listen to Live at Five, Filthyfellas, Joe Rogan – because they have a lot of fitness guys come on there as well, talking about different aspects of fitness and recovery, stuff like that.

Male, 37, Banking Analyst, Leeds

Part of this growth is likely due to a broadening of what participants mean by the term “podcast”. Many are consumed as video rather than audio content, and across a wider range of platforms than before, including social media and YouTube, not just podcast apps.

The only podcast I follow and do watch – it’s only because it popped up on Facebook, I don’t know how – is Peter Crouch and Abbey Clancy... I like to sit there and watch it rather than just listen to it. You see they actually mean what they’re saying, not just saying what they are meant to say.

Male, 49, Engineer, Derbyshire

There was a sense among participants that podcasts were more visible than before. They were more likely to generate positive word-of-mouth as well as being promoted more heavily on social media.

There was a New York Times one recently about a scandal in an IVF clinic in America. I listened to that, because someone had specifically recommended it at work.

Female, 35, Doctor, London

Spotify does recommend stuff... I might listen to it.

Female, 23, Sports Coach, Warwick

Most of the podcasts cited by participants as their favourites were released either by independent media companies specialising in podcast production or specific individuals, rather than by broadcasters or other traditional media brands such as the national newspapers. As a result, the range of podcasts being consumed was highly eclectic, and individuals were able to source content closely aligned with their interests and values.

Have you heard of Jordan Maxwell before? It's just nice to hear, like, wisdom from an older gentleman. He talks about like the Knights Templar and things like that and the Masons and what he's experienced in his life. It's just interesting to me.

Male, 34, Carer, Clacton

Mahyar Tousi... he is an Indian man that has his own channel. And he will tell you the truth of what's going on.

Female, 50, Carer, Somerset

The regular consumption of long form content has started to build a relationship of trust between these podcasts and their audiences. As a result, we are starting to witness the emergence of authoritative independent media voices, each with their own base of followers. These include Stephen Bartlett (*Diary of a CEO*), Gary Neville (*The Overlap*), Joe Rogan, Alastair Campbell/Rory Stewart (*The Rest is Politics*) and Russell Brand.

Because you're listening to these voices so regularly, you gain a good sense, I think, of the personalities that are there and sometimes what you don't quite get from radio is that regular back and forth between two characters.

Male, 27, Tutor, London

The mainstream media has got its own narrative. So, if I had [influence] in the BBC, I could push my agenda on the mainstream. No one watches that any more.

Male, 34, Carer, Clacton

3.2 Participants do not exercise the same level of critical judgement across all online content

If we take online health information as an example, it becomes clear that participants exercise different levels of critical judgement depending on the platform.

Participants tend to display a high level of scepticism about the veracity of written information found on web pages and describe themselves preferring to use established sources such as the NHS and gov.uk.

I won't Google things. It's so difficult now to know what's accurate, I suppose. Instead of just going online and reading things, I always just ring the doctors... Because I think that online I don't know what source is accurate.

Male, 24, Betting Odds Trader, Leeds

However, many do not extend that same level of scrutiny towards content they receive from podcasts or YouTube videos, particularly regarding specialist or alternative health topics, which are not necessarily well catered-for by official sources.

I've been doing a lot on gut health recently and we've been doing lots of sleep meditation. There are a few doctors that I've [found online]. You know, if they're interesting, and they're not too annoying, I'll start listening to them and see, you know, whether... their voice, I could absorb or not. And then I usually go from there.

Female, 46, PA, Woking

In the absence of other forms of endorsement, some participants look to the comments section below each video to hold the content creators to account.

What I do is go to YouTube, find people that are talking about the problem. But I don't listen to them. I go to the comments. So, in the comments, if that person is talking bullshit they will let you know in the comments. "Well, I've got that and I found this, and I found that." And someone says "Well, I find this is good for me" or "That was good for me". And that's how I find things... from the people that actually have it.

Female, 62, Unemployed, London

3.3 Many participants have become more sceptical of online reviews

In comparison to previous waves, participants claim to pay less attention to online reviews when making their purchasing decisions.

Sometimes this was driven by bad personal experiences with well-reviewed products and services, and some participants claimed to pay particular attention to any negative reviews as a result.

We were royally ripped off. I found them looking through approved traders and things like that. They were on there and they had five stars and I read the reviews and all seemed legit. They had their own website. My daughter had a look at it and said "They're stock photos, Mum. I've used that one for my photography GCSE portfolio. It's a picture of the roof of Llandough Hospital." And I never twigged... Why would you?

Female, 46, Fundraising Manager, Cardiff

Yeah, I always type in "Bad reviews". That's the first thing I type in. "Bad reviews for such and such". And if I find any, then I'm not going.

Female, 62, Unemployed, London

Others expressed more general scepticism about the provenance of these reviews, and a suspicion that companies might be "gaming" review sites by posting reviews themselves or getting friends and supporters to post numerous positive reviews.

I don't believe half the reviews... It could be Tom, Dick or Harry that's writing them... I don't know. I don't believe them. It could be the companies themselves that are writing them.

Female, 79, Retired, Edinburgh

Instead of public review sites, some participants claimed to place their trust in smaller, specialist websites, or social media/YouTube creators who have built up a relationship of trust over time with their audience. Again, comments were cited as a secondary source of information/validation.

Often, I'll look at [running] shoe reviews. Generally speaking, I have a pretty high level of trustworthiness in the individuals that are making these videos, mostly because they're quite small fry. So, I don't think there's a massive financial incentive for them to push a product or to say certain things on the channel.

Male, 27, Tutor, London

Media Use and Attitudes

4. OVERALL PATTERNS OF BEHAVIOUR AND TECHNOLOGY ADOPTION

4.1 Participants' day-to-day lives are increasingly reliant on media technology

Media technology – and specifically the internet – is infiltrating almost all aspects of participants' lives.

Post-pandemic, most of those with office-based jobs are involved in some form of hybrid working. They still participate in many online meetings, in some cases even when they are in the office. Similarly, school and university work is often managed and conducted on devices and apps.

They're fully classroom-based now, but some of the homework and some of the assignments, plus some of the interactions between the parents and teachers and announcements, are digital, as you'd expect.

Male, 44, Web Officer, Cardiff

Technology was frequently mentioned as influencing small changes in participants' behaviour too, from the increased use of e-readers in place of books, to the routine use of cloud storage for everything from personal photos to security cam footage.

So, I got a Kindle for my birthday in March... I really, really love it because I was getting lots and lots of books – physical books – and running out of space for books.

Female, 23, Nurse, Belfast

Most of my reading now is on my iPad because I found that if I purchase something on iBooks and I want to use some of that material in my lessons with students, I'm able to screenshot pages... Because the lessons are now online, it's much easier for me to purchase the books online so that I can use them in those lessons rather than having to photograph, you know, a page from a paper book.

Male, 27, Tutor, London

Participants described themselves using an increasingly wide range of task-specific apps to support their needs and/or interests, including healthcare, travel, banking and money management, gambling and supporting specific interests such as sport and fitness.

I'm a member of BUPA, so all my doctors and stuff is online nowadays. If we need an appointment, we go through one of their apps, we'll see a doctor online and show them whatever we need to show them. I don't know how great it is, but it's a quick way of getting things done.

Train tickets... They seem to be cheaper online, so we tend to purchase online and then go down to the station to pick them up, or we'll just use a barcode.

Female, 46, PA, Woking

Media technology is also empowering people to make major life changes. One participant has moved to a new part of the country; her house move was organised through a national website which finds matches for council house tenants who want to move to a new area.

It's called Home Swapper and basically a lot of councils are on that website... You put on there like this is the house that you want and they go through it from their end, in terms of coming out, checking, making sure you don't have rent arrears, the building's up to spec, you haven't damaged anything, all that sort of thing. So, it does take time.

Female, 50, Carer, Somerset

Another spoke about his medium-term aspiration to live abroad but use online technology to continue to work in the UK; he has friends who already do this.

I think we've evolved... new tech and the flexible working that we've been able to implement post-pandemic are giving people a lot more options. And I think possibly when my daughter gets a little older, a bit more independent, I'm interested in living abroad.

Male, 37, Banking Analyst, Leeds

4.2 Participants' increasingly busy lives are impacting their media behaviour

With the pandemic over, many of the participants who work in offices have returned to in-person working some or all of the time. Moreover, several of the younger participants have taken on more responsibility as their careers start to progress. (One complaint from them in previous waves was that the pandemic and associated home working had made it more difficult to make such progress.) Another has begun to develop her own side-business alongside her main job. This has left all of them with less time to engage with media.

I tend to be in about three days a week. Three or four days really. I quite like being around other people in an office environment. So, I tend to go in a bit more often.

Female, 30, Solicitor, Edinburgh

I'd say my working hours are a bit antisocial and then I work all day Saturday and so I don't chat with friends anymore. If I get a message like "Oh, how are you doing?", it can be left unread for a while.

Female, 23, Sports Coach, Warwick

I'm doing at least a cake a week, if not two, on top of the cupcakes, on top of working full time as a nurse as well so that keeps me really, really busy, which I think has probably contributed to less TV, less phone scrolling time.

Female, 23, Nurse, Belfast

Many participants described the line between work and home life being increasingly blurred, with more irregular working hours and a feeling of having to be "on-call" at all times. This shift – a not-particularly-welcome hangover from the pandemic – has been facilitated in large part by the development of home working technology.

A lot of teaching is still done over Teams – which is a post-COVID thing – so it's done in person, but also over Teams... which is great, but it also means on your day off, you know, before... you just weren't at teaching because you weren't in hospital. But now it's "Here's the link to teaching", even on your day off.

Female, 35, Doctor, London

Out of hours, if we've got a work phone, he [boss] can contact us – whereas technically, if it's my phone, I could just ignore it. One of the other chaps kept his own phone and he'd get home at half past five, turn it off and put it in a drawer. But he wasn't really seen as being "part of the team"; that was my boss's impression.

Male, 49, Engineer, Derbyshire

4.3 There has been modest further growth in the adoption of smart technology

While the use of smart speakers among the sample has plateaued since last year, there has been some growth in the acquisition of smart security technology (doorbells and cameras) and digital thermostats like Hive.

We do have the Hive and that is a godsend. I must admit.

Male, 69, Semi-retired, Pinner

This last week we've had a new boiler. So I've got Hive, which is brilliant for me on the phone. I can turn it down when I'm away now, when the kids and my wife keep on upping it.

Male, 49, Engineer, Derbyshire

However, several participants have already grown irritated with the notifications from security cameras; this has, in some cases, led them to go into the settings to disable them.

The doorbell again is great. The agitating bit is when you're at work or you're at the shops and it comes up on your phone.

Female, 57, Housing Officer, Coventry

I'm not getting the notifications because it did get a bit frustrating – with people coming in and out, which is obviously less of a problem, but actually it was being triggered by neighbours or people walking past.

Male, 44, Web Officer, Cardiff

All I've caught is foxes. It's about three or four times a night. So, I don't bother looking at it any more.

Male, 79, Retired, Warwick

Some participants reported using smart technology in unusual and unexpected ways, such as to monitor or babysit their pets when they go out.

I put it on for the dog when I'm leaving her in here. Say I'm going out of the house I'll close her in here... and we've got the camera there to watch her. So I'll put the radio on it [smart speaker] for her. We've done it since she was a puppy and it just soothes her.

Female, 23, Nurse, Belfast

If we leave the dog in, I know it's daft but I leave music playing in the background. Every now and again I'll get a notification that the deliveries are coming. It'll also say you've got something on your subscribe and save, that you're running out. Do you want to buy it? Just say yes.

Female, 46, Fundraising Manager, Cardiff

None of the participants who did not already own a smart speaker have acquired one in the past year, and most of those who do own them are using them less than last year. This is partly due to the novelty wearing off, partly because of less time spent at home but also, in a few cases, because of privacy concerns.

A few months back I went in the app and changed the privacy settings... When you log into Amazon and there's something random on there that you've been talking about, I don't get that with Amazon [now] like I do with Facebook ads. So, it must be working in some way.

Female, 46, Fundraising Manager, Cardiff

I think we were told at work that people can hack it, and we do go through all these cases... There's like sensitive information and all of that... I always get really paranoid that there's somebody hacking in if I'm in an important meeting. So, I turn [smart speaker] off at the [mains]. Maybe that's overly cautious but I've heard horror stories about it.

Female, 30, Solicitor, Edinburgh

4.4 Participants have mixed feelings about their increasingly digital way of life

Websites, apps and online services are forming an increasingly important part of participants' everyday life. This affects everything from boarding a plane to arranging a doctor's appointment.

Younger participants are generally positive about the shift to greater online interaction with public services, paperless tickets, etc.

I'm pretty much moving towards an all-digital travel experience now.

Male, 44, Web Officer, Cardiff

It does make things a lot more convenient being able to store everything on one device and in particular boarding passes for flights. I think it's so much better not to have to print it off, but just to be able to have it on your phone.

Male, 27, Tutor, London

However older participants expressed some concerns. A few cited a fear of exclusion, but more were concerned about the impersonality of dealing primarily or exclusively with technology, particularly when it comes to sensitive services like healthcare.

Some of the systems are quite good, but others are particularly hopeless. It's right that there are security measures in place, but it does make it difficult to get hold of your [health] records.

Male, 79, Retired, Warwick

The doctors, especially... like everything's online. When you phone the doctors now, it's like a list of what you can't do.

Female, 62, Unemployed, London

Moreover, many (mostly older) participants didn't entirely trust the technology to work reliably, and there were numerous examples of this being the case in practice.

It's a lot better until it doesn't work is what I would say from my experience. Live chats and all that are a joke. It takes hours to do something that should take seconds, when you're on hold or whatever.

Male, 24, Betting Odds Trader, Leeds

I've seen too many problems if you just rely on that one thing. So, I use the electronic app, but I've also got the piece of paper.

Male, 69, Semi-retired, Pinner

I haven't been successful with any of it. When they were talking about checking that you'd paid enough National Insurance for your pension. "Get a Gateway number. It's ever so easy: you just put in your National Insurance number and the last number on your P60... it's so easy." Unidentified, unidentified, unidentified.

Female, 57, Housing Officer, Coventry

We had to get the train from Essex to Torquay and apparently there was a bar missing on my [print-out]. And the woman behind [the barrier]: "Oh, you can't come through"... She was getting really agitated with me. The queue's [growing] behind us and I'm phoning [daughter]. "It's okay, Mum. Don't worry about it. I'll re-send it." And then the woman was nice as pie... "Right. That's it. Thank you." Imagine if I'd been there on my own. I would have panicked. What would I have done?

Female, 79, Retired, Edinburgh

4.5 Around a third of participants have upgraded their phones in the past year

After several waves where mobile phone upgrades were relatively few and far between, this year around a third of the participants had upgraded their handset. Most of these upgrades were to handsets that were three years old or more.

So, I got the Apple headphone pros, you know, the big ones, the kind of astronaut ones... and a new iPhone. I got an iPhone 14 Plus because I just had the iPhone X and I had that for years and years and years. And I actually was getting bullied for it.

Female, 30, Solicitor, Edinburgh

In terms of specific reasons to upgrade, the quality of the phone's camera was the most cited reason for choosing their new device.

I used to have a Note Ultra 20, but I've now got a Galaxy S23 Ultra. I got it because it was quite similar to the Note, but the camera is just impeccable. It's unbelievable.

Male, 37, Banking Analyst, Leeds

The camera's so much better than what I had before. But... my partner's got the iPhone 14 Pro and the camera's crystal clear on that. So, I was begging him to switch when he got that. But he said no, which is fair!

Female, 30, Solicitor, Edinburgh

Almost all participants chose a newer model from the same manufacturer as their previous handset. Many were just happy with their existing manufacturer, but some also cited practical concerns over data transfer and interoperability with other devices they own such as tablets and earphones.

In the last God knows how many years I've always had Samsungs. I know it's easier to transfer your data over. I thought that at that time. You know that Smart Switch thing can do it now on anything, can't it? But I would still keep to a Samsung.

Male, 34, Carer, Clacton

4.6 Around a third of the sample claimed to have participated in some form of gaming in the past year

Although large scale surveys suggest that the number of adults gaming is declining, more of our participants claimed to have engaged in some form of gaming in the past year. However, this growth was almost exclusively in participants claiming to play simple, self-contained game apps on their mobile devices.

I play Sudoku, and I have a game where you put colours in the water. I play them every now and again... whilst I'm watching telly or Netflix, if it's just one of them kind of background series where I'm not too interested, and then the [social media] apps are boring... I wouldn't say I'd do it very often.

Female, 23, Sports Coach, Warwick

One's called Gardenscape. The other one is called Brick Crusher, I think. As a kid, remember that game where you had this little thing that moved across the screen? You had to keep the ball going. It's like that game. And I think that's probably why I play it. But then I've got games on there that my nieces and nephew play, and I just haven't deleted them.

Female, 46, Fundraising Manager, Cardiff

Two participants bought PS5 consoles this year, but the most active gamers in the sample from previous waves claimed to be gaming much less this year (again a function of busier lives and changes in domestic circumstances).

When I was a few years younger, my life was about playing on the PS5 with my friends... whereas in the last six months, say, I guess I've grown up a bit and I don't have time to do that.

Male, 24, Betting Odds Trader, Leeds

The [Nintendo] Switch went with my flatmate when we moved out so unless I go and visit him – which I will do occasionally – I'm console-free now.

Male, 27, Tutor, London

4.7 Most gamers in the sample do not interact with others online

Most of those participants who do engage in gaming claimed not to play with other people online. One (an avid player of a Scrabble-like app) admitted to not being sure at times whether he was playing against real opponents or bots. However, either way, he did not really interact with his opponents.

One of the main games that my wife and I both use is what they call Words, which is an app that you're able to play with people worldwide. So, I've got about half a dozen people that I actually play with, all in this country as it happens. But there are some bots that you can play with... I was a bit disappointed. I thought I was playing a real person. But the more you think about it, it's fine, isn't it?

Male, 69, Semi-retired, Pinner

5. COST-OF-LIVING CRISIS

5.1 The cost-of-living crisis is impacting different participants in different ways

The Wave 18 fieldwork (in October 2022) took place in a period of heightened public concern about the nascent cost-of-living crisis, just after the introduction of higher energy tariffs. Although the majority of participants claimed that they had not been seriously affected so far, there was widespread concern (and uncertainty) about the potential impact of rapidly rising prices. Most had started taking measures to save energy as well as looking for other ways of cutting back on their spending, including delaying non-urgent upgrades to phones and other devices, and making more modest plans for Christmas.

In Wave 19, the cost-of-living crisis continued to be an issue of concern. Participants had variously noticed increases in their food, fuel, rent and mortgage costs. Most were managing OK, but almost all were taking some steps to economise.

Petrol and heating and all the kind of basic essentials. I think I've noticed them increasing quite significantly.

Female, 30, Solicitor, Edinburgh

Well, our gas and electricity has gone up £100 a month. We had to re-mortgage... so our mortgage has gone up a lot.

Female, 35, Doctor, London

I go to three supermarkets now, whereas I used to just go to the one. And I'm baking more!

Female, 79, Retired, Edinburgh

I'm very mindful of the money. I go to the gym every day and I have a shower at the gym, so I don't use any water. My water bill has gone down.

Male, 34, Carer, Clacton

A few had been impacted more directly by the crisis. One had to close her side business organising specialist short-break holidays because the costs made it economically unviable. Another had to pass up an attractive job opportunity in Ireland because he couldn't afford to move there.

Hotel costs, travel costs, diesel costs, insurance. It all got to the stage where, to make even a little bit of profit, we'd be asking people to pay £300 for a weekend. The profit wasn't there to make it viable for us to do it.

Female, 46, Fundraising Manager, Cardiff

I had the opportunity to move to Dublin and take up a really exciting role. We just couldn't because of the finances involved and because of how much rents have gone up in Dublin, for example.

Male, 24, Betting Odds Trader, Leeds

5.2 Broadband and streaming services have so far remained relatively immune to cost-cutting

Despite all the increases in household costs, most participants believe that their streaming services are a relatively small expense, and they continue to value them. So, they have not yet considered unsubscribing from them.

Between us we've got Prime and Netflix and we sort of looked at that and thought about it. But I think we pay like £10 or £20 a month for it. That's not going to make or break us, and we don't go out loads. So, you know, it's nice to be able to watch TV when you want.

Female, 35, Doctor, London

To be honest, it should be something... we should review. We've got that many. But the thing is, we watch them all intermittently.

Female, 46, Fundraising Manager, Cardiff

Good broadband continues to be seen as an essential service, especially for those who work from home. One participant tried downgrading to a cheaper service, but immediately regretted it, as he felt that the quality of his broadband connection was less good.

They rang me up one day and said "You're not using enough... do you want to go down in your contract?". So, I dropped it down for one day and it didn't work as well straight away. So, I rang them up and said "Cancel that. Just put me back on what I was on before."

Male, 34, Carer, Clacton

5.3 Changes in online shopping behaviour are helping participants to economise

Participants described a range of changes in their online shopping habits in response to the cost-of-living crisis.

Many claimed to be shopping around more than previously, looking at alternative retailers and online marketplaces such as eBay, Etsy and Facebook Marketplace.

I'm definitely looking for more bargains and shopping around. I am aware, though, that, you know, because we're with Amazon Prime it's easy and convenient.

Male, 44, Web Officer, Cardiff

I'll just search the product onto Google and it normally just shows websites with the prices. If there's something I don't recognise or is on a really good deal, I'll click on it...maybe see reviews, check like the security in the top left.

Male, 19, Student, Birmingham

This is what I do like about Google. You find something you want, put it in, press "Shopping" and then you'll get all these other ones. But then you've got to dig a little bit deeper because there could be other companies that haven't paid to be up at the top. So, you just keep going and searching a bit further and then you'll find other websites.

Female, 50, Carer, Somerset

The one thing that's probably changed is Etsy purchases have gone through the roof. So yeah, I probably should have shares in Etsy at this point, to be honest.

Female, 23, Nurse, Belfast

As well as the base price of products, some participants reported paying more attention than before to discount codes, loyalty offers and free or cheap delivery.

The only thing I'm finding though is I'm paying for delivery everywhere now. It used to be free delivery.

Female, 46, PA, Woking

I buy a lot of my stuff from ASOS because I've got free next day delivery or PLT because I've got free next day delivery.

Female, 30, Solicitor, Edinburgh

I do look for promotional codes. You've got to look for the deals. They're saying "This is what we're going to charge you but if you can find that hidden promotion code or you sign up to have our card..." That's what I'm finding.

Female, 57, Housing Officer, Coventry

Some younger participants in particular claimed that the crisis had forced them to reassess their lifestyle, reducing their purchases of non-essential items such as clothes. Several described how they had, for the first time, started selling items through online platforms such as Facebook Marketplace and Vinted.

When I was moving house, I used Facebook Marketplace to sell a lot of stuff.

Male, 27, Tutor, London

I sold quite a lot on Vinted, which is good because it meant that I was able to clear out clothes so that the few new clothes that I have bought have had room for them, if you know what I mean.

Female, 23, Nurse, Belfast

I've probably sold 50 to 60 items of clothing on there [Vinted] now. I've probably made £500 on there.

Male, 24, Betting Odds Trader, Leeds

This change in behaviour seems to be the result of a combination of necessity and opportunity. Facebook Marketplace was not new (and several participants have previously bought goods there), but they had only recently discovered Vinted, so this was a new experience for them. However, the primary motivation to use both platforms was a desire to live more frugally, inspired (if not entirely driven) by the cost-of-living crisis.

6. VIEWING AND LISTENING

6.1 What, how and where participants watch TV and streaming content continues to be heavily influenced by their domestic circumstances

Participants described an eclectic range of viewing experiences across a variety of different devices. These experiences are heavily influenced by when they are available to view, and who they are with at the time.

Last night we started watching a new series. But my phone's on there [sofa]. So, I was watching the Newcastle match while watching this new series on Netflix. For me, I don't mind because I can do both. I'll just turn it down so I can see it and watch normal TV with the wife. She doesn't mind because at least I'm watching something with her.

Male, 49, Engineer, Derbyshire

You think it's just me and [husband] living in this house? You'd be really wrong... On a Friday, his brother comes down, so on Fridays, it's Pointless... On a Wednesday [daughter] comes round and we watch Bake Off together...That's recorded from the Tuesday then we watch it together on the Wednesday.

Female, 57, Housing Officer, Coventry

Some notable changes in individual participants' viewing behaviour can be largely attributed to changes in their domestic circumstances. For example, moving in with a partner seems to lead to more social viewing and less multitasking.

When I was living with my two friends, it wouldn't feel strange to go off and watch something in my room, whereas now that I'm living with [partner], it would feel a bit odd if I just went and watched something while she was around. So... since I've moved to the new place, I don't really watch Netflix or Prime on my iPad. If I watch it, we'll watch it on the TV together.

Male, 27, Tutor, London

Others remarked how changing work commitments (such as shift working) can make it increasingly difficult to commit to regular appointments to view.

We don't ever have the same schedule every week. So, for example, if there's a TV drama on every Friday, we can't watch it. That's just the way it goes... So, we normally binge watch them all consecutively, I suppose.

Male, 24, Betting Odds Trader, Leeds

Because obviously I work long hours, whenever I come home in the evenings it's dinner, get yourself organised for the next day, and bed. So, I don't have the same time in the evenings that I had probably as a student. And then on the days that I'm off, I sit on the phone or read more than I would [watch TV].

Female, 23, Nurse, Belfast

6.2 Participants continue to view less and less live TV

As a function of being busier and spending less time at home, many participants claimed to be watching less TV overall, and especially less live TV.

So, it's on my list to sort of review our TV package because less and less we're watching live TV now.

Male, 44, Web Officer, Cardiff

Increasing numbers (now around a third of the sample) do not have access to a traditional live TV service in the form of a set-top box or aerial. Although most could in practice watch live channels through apps such as BBC iPlayer, ITVX, etc., they are not necessarily aware of this (or at least do not acknowledge it).

I've got my PlayStation with me, so if I need to watch anything I just use Netflix or Disney Plus or something like that.

Male, 19, Student, Birmingham

6.3 There has been a perceived decrease in the quality of content on both TV and streaming services

After several years where viewing content quality was widely praised, many participants were openly critical of the quality of content they're consuming, both on traditional channels and streaming services.

I'm still into, like, three-part series-type short series of everything. BBC seem to have died on that front. They were doing really well for ages, but now I never see anything coming through.

Female, 46, PA, Woking

There used to be on BBC and ITV comical programmes, really good comedies, good movies. Now you have to wait forever and a day.

Male, 62, Unemployed, Lisburn, NI

We've watched some absolute tripe recently, to be honest, as well. It's not been very good at all. You see that it's a Netflix Original, so you just think it's going to be good and it's just not the case sometimes.

Male, 24, Betting Odds Trader, Leeds

Some participants who, in previous years, described box sets of drama series as the kind of viewing which would command their full attention now spoke of it as background viewing while they do other activities, suggesting that it is less engaging and less valued.

Participants have also been turning to older content. When asked about their viewing highlights over the last year, several mentioned older series. Indeed, the most commonly mentioned individual series was *Band of Brothers* – first broadcast in 2004.

I like Netflix because it's just easy watching, isn't it, just to kind of distract you. So even though I've already watched Gossip Girl, it's been years. So, it's like "Oh, I'll just pop it on" something like just background.

Female, 23, Sports Coach, Warwick

I watched Band of Brothers, which is quite an old season, I think. It was on Netflix in Spain. It's quite a sad thing to admit but we were on holiday and we just had it on. And then when we came home it wasn't on Netflix in the UK, so we were devastated. So we ended up buying it from Amazon Prime.

Female, 30, Solicitor, Edinburgh

This change may be partly related to less new content being produced due to the Hollywood writers' strike, although this was only explicitly referenced by one participant.

This year I don't think there has been anything memorable, and that says a lot ... There hasn't been anything that has stood out as being really, really good, strong TV with strong writing... The writers – I'm not too sure if they were already pissed off before the strike – but I think there's been a real lack of quality. More times than not I've been going back to the old faithfuls, kind of as background noise. I've just switched back on to The Office again, or Friends.

Male, 37, Banking Analyst, Leeds

6.4 There was praise of public service broadcasting¹ (PSB) channels' coverage of major events

Many participants praised the PSB coverage of major events in 2023, including the Coronation of King Charles III. This was seen as an event that should be made accessible to the widest possible audience. The quality of the coverage was felt to be of very high quality, although there was a view that the Coronation itself was not as essential viewing as the funeral of the Queen in 2022.

Yeah, we watched it from start to finish... the same as the Queen's funeral. It really, really was good.

Male, 49, Engineer, Derbyshire

Well, it's good they cover it because I don't have Sky and I don't have Netflix. So, you know, us poor people... we can get to see it as well.

Female, 62, Unemployed, London

It was very much downplayed, wasn't it? It was a lot calmer. There was nobody like the Queen.

Female, 79, Retired, Edinburgh

Coverage of the women's World Cup in Summer 2023 (as with the women's Euros in 2022) was praised for helping to build a sense of national togetherness, for helping to raise the profile of women's sport, and encouraging participation (one of our participants volunteers at a sports club).

¹ BBC channels, ITV1, Channel 4, S4C and Channel 5

Yeah, it probably does arguably bring the country together and it was so important to show the women's World Cup, and brilliant that they were showing it and giving it equal importance.

Female, 35, Doctor, London

I think it's really important because it actually captures the nation. If it was restricted to just Sky, I don't think half the people would pick it up. I've literally seen a rise in girls playing football.

Female, 46, PA, Woking

6.5 Attitudes towards the BBC and the licence fee are less positive than last year, and there was some confusion over who needs a TV licence

Broader attitudes towards the BBC have become more negative than last year. This appears to be a function of, for some, a lack of satisfaction with its output and, for others, broader concerns about the organisation prompted by recent controversies around key figures such as Huw Edwards, Russell Brand and Gary Lineker.

Some of the stuff the BBC put on... it's terrible. You're watching on a Friday night, you go to BBC Four and they're showing old Top of the Pops. You're going "I can watch that on YouTube".

Male, 62, Unemployed, Lisburn, NI

It seems to be becoming less and less worth paying for, to be fair, considering the content that's being released from the BBC, et al. I think I'm just paying it to watch Match of the Day, really.

Male, 37, Banking Analyst, Leeds

You wonder where your TV licence money is going... it's going into all these deviants and people that, you know, they just want to keep around, keep the talent around at the cost of everybody else.

Female, 62, Unemployed, London

A quarter of the participants (mostly younger participants who were not using linear TV services, or individuals with strong negative feelings about the BBC) had not bought a TV licence this year. This is a higher level of avoidance than in the population as a whole. Several others (typically older male participants) continue to pay for a licence but claimed to do so grudgingly.

Well, I've just reluctantly... paid my licence fee again simply because it's less hassle – that's all – rather than I want to do it.. I haven't watched the iPlayer for months.

Male, 69, Semi-retired, Pinner

I actually think we don't have a TV licence for this address. I don't think we even have a way to watch live TV.

Male, 27, Tutor, London

There was some confusion about exactly when a TV licence is and is not required, especially when it comes to watching streaming content on platforms such as iPlayer and ITVX.

6.6 In contrast to the growth in reported podcast consumption, only a handful of participants claimed to listen to the radio, other than when driving

Last year's growth in reported radio listening at home via smart speakers seems to have subsided as the novelty of this has worn off. Most participants said that they listened to radio mainly when in a car, and the day-to-day demands of life play a large part in dictating when and for how long individual participants listen.

If I'm driving to work, which I only do at weekends, I'll just stick whatever radio on for background music in the car. We don't have a radio here in the house, it's just not something that we feel we need.

Female, 35, Doctor, London

I don't drive around so much. I mean, if I have a day out and I drive over to Cambridge that's three and a half hours in the car and it's [radio] on all the way, but that might be once every three or four weeks.

Female, 46, Fundraising Manager, Cardiff

As in-car Bluetooth systems become more prevalent, some participants (mostly, but not exclusively younger) described themselves streaming music and/or podcasts in preference to the radio, even when driving.

I'm listening less to it [radio]... But what I've done is downloaded a lot of music and now when I get in the car, I turn it on because it's on your phone... It's Bluetooth. I enjoy that.

Male, 79, Retired, Warwick

Personalised music playlists geared around specific moods or usage occasions were also more commonly referenced than in previous years.

I'd rather listen to what I want to listen to than listen to a playlist set by anybody else... Every morning I've got a playlist which is specifically movie soundtracks, like Hans Zimmer, stuff like that. I will just put that on for like 2 hours and that will hopefully help me focus to get all my admin done in the morning. And then I'll go to the gym and it's high energy, or driving home from work will be a lot more chilled. And that's the kind of power of having your own thing rather than listening to the radio.

Male, 37, Banking Analyst, Leeds

7. SOCIAL MEDIA AND HARMFUL CONTENT

7.1 Most participants are spending less time on social media than before

As we have seen in Section 4.2 above, many participants are living increasingly busy lives. This has impacted the amount of time and attention they devote to social media. Indeed, some have started to take specific steps to reduce the temptation to scroll – for example by deleting or disabling their social media apps at certain times.

Especially at the weekend I'm on it much less, like when I'm busy I could happily not go on it and not feel like I need to.

Female, 30, Solicitor, Edinburgh

I remember back then it was a thing that you opened every single TikTok that's been sent to you. Whereas now, if I click on it, I think I've got like 3,000 to open and I tell myself one day I'm going to sit there and open them. But I know it's definitely not happening.

Male, 19, Student, Birmingham

Now my husband has gone back to work he leaves at between quarter past and half five, so I'm usually up with him and that's my Instagram time. I get a cup of tea and I can sit and scroll aimlessly and then it gets deleted when my daughter wakes up until the next morning.

Female, 35, Doctor, London

Many also claim to be more circumspect about what and how often they post, partly due to time pressure but also (for some) because of privacy concerns.

I don't post regularly on Instagram, but if I go on holiday or go to an event or party and I get a photo, I'll post it on Instagram usually, whereas Facebook was used for posting loads of photos rather than just like the one good one that you liked. But I just haven't this time.

Female, 23, Sports Coach, Warwick

I've got Twitter, but I'm just an observer still. Instagram, I've got it... I'm quite private on it. I don't post all that often.

Female, 30, Solicitor, Edinburgh

Whereas before I would post loads of photos, now I get people liking my photo and I haven't even got a clue who they are, on Instagram, yet it's meant to be locked down, so I've stopped altogether.

Female, 46, PA, Woking

Most participants report using Instagram as their main social media platform, with TikTok use still strong among younger participants. As these two platforms become more popular, they are being used to access a broader range of content, including news and “how to” videos.

An increasing number claim to have cut down on their Facebook use either partly or completely (though almost all still have an active account, and some continue to use Facebook Messenger or Marketplace). This trend began several years ago with younger participants switching to Instagram and TikTok, but now even some older participants have started to shift away from Facebook.

I don't use Facebook for anything other than messaging. Instagram... I don't post on there any more. I just look at... other things going on... sport, things like that. Twitter has become more work-orientated, I'd say. And then TikTok's... more of a recreational one... I've got into cooking now so I'll watch cool cooking bits on there, and recipes.

Male, 24, Betting Odds Trader, Leeds

Even though I'm on Facebook a bit more these days it's mainly because of the Marketplace. However, I've seen Marketplace flooded with people trying to scam you. So, I'm drifting away from that again now.

Male, 44, Web Officer, Cardiff

I've got a few friends that have come off Facebook because they fell out with people, so they've gone onto Instagram and I follow them on there.

Male, 49, Engineer, Derbyshire

Last year we reported some uptake of the new social platform BeReal among younger participants. However, this usage seems to have decreased or stopped altogether.

I think it's like died a death. I get the notifications, but I just kind of ignore it.

Female, 30, Solicitor, Edinburgh

I still have it and I still do use it. But the novelty has sort of worn off of it now.

Female, 23, Nurse, Belfast

7.2 Many participants expressed frustration with perceived attempts to monetise or manipulate social media platforms

There were widespread complaints that social media platforms have been pushing more unsolicited content at them, including both advertising and posts from people they do not follow. As a result, the user experience on all the main platforms was felt to have deteriorated. This was also a contributory factor to the reduction in participants' time spent on social media this year.

Instagram and TikTok were described as being less engaging than before, as they serve up more unsolicited content and more marketing messages.

With Instagram, before it was you followed all your friends and you'd see what your friends are posting. I literally don't see my friends' posts at all any more. It's all just influencers or advertisements or Reels... You just scroll through... Sometimes that can get a little bit like, "Why am I watching this person?" and then you'll go over to TikTok and it's the same.

Female, 23, Sports Coach, Warwick

Rather than you seeing content from the people that you follow, it will show you a hundred things or things that they feel like you might want to see. I'm just like "I don't want to see this", but I know that obviously there's no way I can stop seeing this. So, there is a way I can stop seeing this. Just stop using Instagram as much. So that's what I've done.

Male, 37, Banking Analyst, Leeds

It became less funny. And that might be me engaging with less funny TikToks. But I think it went from trends to... people selling stuff and commission-based stuff and ads, and all that... It's not as authentic.

Female, 30, Solicitor, Edinburgh

Some X users raised concerns about the app exposing them to more extreme content and misinformation.

X.com, I find the platform has got a little bit more toxic. The way that it works, you've got the "For You" and the "Following", you know, and I'll remind myself to get back on to the "Following" if I happen to end up on the "For You". Because at least then I can, to a certain extent, manage who is feeding me content.

Male, 44, Web Officer, Cardiff

It's really hard in the social media era because anyone can write anything on the internet and whoever shouts about it loudest... that's fact and that's whose story gets out there.

Female, 35, Doctor, London

And there was criticism of the high perceived density of advertising on Facebook, including what participants perceived as "scam" ads both in their timeline and (particularly) on Facebook Marketplace.

I suppose I still use my Facebook but that is just a load of ads these days. I can't find any of my friends.

Female, 46, PA, Woking

This growing dissatisfaction with social media platforms may have contributed to a growth in claimed membership of private Facebook and WhatsApp groups, and social networks that are more specific to participants' local area. These groups were praised both for their social function and as a source of useful, relevant information.

I am part of a group I've signed into called Next Door; you're getting to speak with other people, and they'll say "I'm new on the site. Hello." And you get waves, or you get silly little symbols like a cup of tea, do you know what I mean? Or biscuits... It's hilarious.

Female, 50, Carer, Somerset

Here we've got our own little group on WhatsApp so we can all keep in touch with one another. That came off the back of COVID and we've kept it going.

Female, 57, Housing Officer, Coventry

This doctor mums' group... I think there are 18,000 doctor mums on it and it's a private group. There was one [post] last night about a teenage daughter with eating disorders and she was getting responses from child psychiatrists who specialise in eating disorders. Or [you'll get] people asking for advice about random pregnancy symptoms, getting replies from obstetricians. And then, you know, dishwasher recommendations, everything. It's just brilliant and it's a really active group.

Female, 35, Doctor, London

7.3 Participants continue to use a portfolio of messaging apps

WhatsApp, Facebook Messenger, iMessage and Snapchat were all widely cited, and most participants use at least two of these. Different apps are used to stay in touch with different groups of friends/family, in part dictated by which app was popular at the time the group was established.

Facebook Messenger... 90% of my friends are on that. WhatsApp is another one... mainly for work, work group chats and things like that. And the odd auntie that doesn't know how to use Facebook. And then, as I say, Snapchat for the one sister and one friend, you know, they refuse to use any other social media.

Female, 23, Nurse, Belfast

So, I would say that WhatsApp is more for work, and I do get a lot of people texting me from work. But yeah, like my friends will message me on iMessage or occasionally Snapchat. I guess it just depends on the person. Each person you just tend to message on the same thing all the time and it's just kind of standard.

Female, 23, Sports Coach, Warwick

WhatsApp continues to be the most popular platform, although the lack of an iPad version is a barrier for some participants.

WhatsApp is increasingly being used for work-based communications, particularly by many younger participants, and several have made a special effort to separate their work and personal messages by limiting specific platforms to either work or social use.

To try and improve my work-life balance I have now separated out WhatsApp as my work communication system, and then I have iMessage as my general one. Snapchat... I have a few group chats where we'll send a picture of someone in the group chat to take mick out of them.

Male, 24, Betting Odds Trader, Leeds

7.4 YouTube continues to grow in importance

As well as using it to view podcasts (see Section 3.1, above), many participants reported extensive use of YouTube to consume a wide range of other content including reviews, user guides and “how to” videos (especially recipes), sports highlights and extended coverage of niche sports. Unlike on social media platforms like TikTok and Instagram, much YouTube viewing appears to be to longer-form content.

I have seen a stark increase in my use of YouTube and, more times than not, it would be either watching a podcast or... watching car reviews. There's a couple of YouTubers who buy crashed supercars and try to rebuild them. Each episode is about 45 minutes long.

Male, 37, Banking Analyst, Leeds

In my job, I have to do a little bit less coaching, but I have to do a lot of coach mentorship and planning... So, I do watch a lot of YouTube videos, just to sort of give me ideas.

Female, 23, Sports Coach, Warwick

We've still got Netflix, still got Amazon, still got Disney, but I also watch a lot on YouTube... You know, a lot of the interesting smaller sporting stuff you can get through YouTube. I've even discovered one or two good films.

Male, 44, Web Officer, Cardiff

The availability of YouTube on big screens through more widespread ownership of smart TVs has further boosted its appeal, and some participants described themselves watching YouTube in preference to other forms of content on their main TV set.

We've got a new TV, a massive TV, which is the bane of my life because it's got smart on it. And so even though they're [kids] not really allowed to watch YouTube at certain times, they're always on YouTube.

Female, 46, PA, Woking

I actually watch YouTube on the TV more. Sometimes all the big boxing fights, or stuff I can't get to watch normally, I do see highlights [on there].

Male, 62, Unemployed, Lisburn, NI

Several parents and grandparents also described using YouTube as a convenient and valued source of on-demand entertainment for children, although some concerns persist about what content is being accessed by children.

I think my husband and I are quite pragmatic about it.. She is growing up in a digital world and screens are not the devil. She watches someone called Miss Rachel on YouTube Kids and Miss Rachel is the only way that I can get ready to go out of the house in the morning.. I think she's learning to talk from Miss Rachel and she's learning all the actions for Wheels on the Bus and all different things.

Female, 35, Doctor, London

7.5 Overall there were few instances of participants being exposed to harmful content, but the Gaza conflict was a potential source of upsetting images and video

Most participants felt that they had not personally been exposed to harmful content in the past year, and there was some praise of what participants considered to be stronger efforts on the part of social media platforms to flag potentially upsetting or unsuitable content.

I don't want to say the social media companies are getting good because I'm sure a lot of things fall through the net, but there are often graphic content warnings now, or things will be blurred out.. And so, I haven't seen anything that hasn't come with a trigger warning.

Female, 35, Doctor, London

However, the conflict in Gaza, which was beginning to unfold during the fieldwork period, was recognised as being a potential source of very upsetting images and videos. Some participants were deliberately attempting to shield themselves from such content but others, who often had strong feelings about the conflict, felt that they had a duty to inform themselves. This was particularly true of several participants from minority ethnic backgrounds.

The Gaza stuff.. I've no political awareness and understanding of that, but it's been pretty horrendous. Like the videos you've been seeing of dead bodies, dead children and dead babies. It'll come up and I'm like "I really don't want to see that".

Male, 24, Betting Odds Trader, Leeds

Obviously, what's happening in Gaza, there's been loads of that online. I think it's unfiltered, so I'm really careful with what I open. People share stuff and... I'm quite cautious with it because, you know, it's straight from someone's phone that's there, straight onto your timeline... You don't know what you're going to open and what you're going to see. So, I actually try not to engage with it.

Female, 30, Solicitor, Edinburgh

At the moment, all the stuff that I'm possibly choosing to see in regard to what's happening in Israel and Palestine could be seen as hurtful or upsetting by a lot of people. But it's just like I feel like you have to be aware of this, otherwise you become immune to it. And I want to make sure that I'm not becoming immune to it, because when you become immune to it, it's very easy for that kind of stuff to happen and continue to happen.

Male, 37, Banking Analyst, Leeds

Participants were also aware that the potential for misinformation about the conflict was high.

Emotions are very raw. Now, no doubt in the dark web there are photographs circulating which depict the worst, and people would actually assume that it's true. And I still say it's very easy to cause discord.

Male, 69, Semi-retired, Pinner

7.6 There was very low awareness and understanding of the Online Safety Act²

Although the Online Safety Act was featured in the news during the fieldwork period, as it was about to receive royal assent, the majority of participants claimed not to have heard anything about it (even though most had been asked about it in previous waves).

Understanding among those who did claim to have heard about it was limited. Their expectations of what the Act would focus on tended to be driven by their own personal concerns about online safety and harmful content.

² The Online Safety Act 2023 was given royal assent on 26 October 2023, near the end of the fieldwork period.

I suppose it's got regulations on it of how old children should be to watch certain content and certain sites.

Female, 46, PA, Woking

I suppose because the world is becoming so digitalised it's going to be about... consequences. I can guarantee someone won't post a hateful message if they know it's going to come back on them and they could face the same consequences they would if they did that in person. So, I suppose it's to achieve that... I hope so anyway.

Male, 24, Betting Odds Trader, Leeds

I think this weekend there was a player from Brentford who was racially abused online. So, because of that, I think they literally quoted that the Online Safety Bill was going to be coming out quite shortly and incidents like this won't happen any more going forward... In theory.

Male, 37, Banking Analyst, Leeds

8. PRIVACY AND SECURITY

8.1 Some participants claimed to be more circumspect about sharing their personal data this year

Attitudes to privacy and personal data were broadly in line with previous waves. Most participants (as before) expressed a degree of fatalism: they assumed that their data was “out there” already, and there was little they could do about it. Personalised advertising was largely accepted as a fact of life, and almost all continue to accept cookies and terms and conditions without question.

I mean, anyone could find it anyway, so I don't mind doing it online. If somebody wanted to find it, they could find it in the electoral register, right? You know, even back in the day before all this, you could do that anyway.

Female, 62, Unemployed, London

It just feels like an intrusion of your personal life. But then again, I'm lazy enough where I'll click on a website and it will say "Give your permission for cookies". And because I just want to read whatever it is, I just click "Yes". And then straight away they've got access to all your data. So, it's not something I feel massively comfortable about, but I do think it's becoming a pretty big part of the digital world, I suppose.

Male, 24, Betting Odds Trader, Leeds

However, some individuals claimed to have become more circumspect about sharing their personal data, particularly those who had been subject to some form of online fraud in the recent past.

I think my card got cloned or someone hacked one of my details somewhere, which made me a bit more diligent with these things. So, I'm wary about what data I and the kids give away as part of downloading apps or participating in certain games or platforms. So yeah, I'm a little bit more wary than I was at this point last year.

Male, 44, Web Officer, Cardiff

Someone did steal my pictures and made a fake profile [on Instagram]. Apparently, this guy was romance scamming a couple of women. I think I may have been open at the time, so I went private, and I'm a lot more wary and cautious with regards to people that even I allow to follow me on there.

Male, 37, Banking Analyst, Leeds

8.2 Attempted scams are becoming more frequent, credible and sophisticated

Most participants claimed that they are being targeted by more and more attempted scams, and many believe that it is getting harder to tell whether or not unsolicited calls, texts and emails are genuine.

I've noticed they're much more frequent now. Like you'll get the text from Amazon which obviously isn't Amazon... My Mum's had the message on WhatsApp saying "I've lost my phone Mum... I've got no money, can you send me 50 quid?" And I had my Mum ringing me saying "Are you all right? Where are you?" And I'm like "No, that's definitely not me!"

Male, 24, Betting Odds Trader, Leeds

Even phone calls now, I'm sure they have smartphones and everything. Scam, scam, scam. You have to be so on the ball.

Male, 62, Unemployed, Lisburn, NI

What's scary is, if you don't know what you're looking for, they're getting more and more intelligent with it. Like literally it could be a dot in the wrong place in an email address.

Female, 46, Fundraising Manager, Cardiff

Some also complained about the prevalence of what they suspected to be scam ads and sponsored posts on social media.

I'll report people that are clearly trying to scam people. So that could be, you know, they're kind of using social media as a means to phish or that they are selling something that's far too good to be true.

Male, 44, Web Officer, Cardiff

With the Facebook ads stuff, I tend to block them and stuff that, they're not relevant and report them and things.

[Interviewer] Do you ever get any feedback when you report them?

No, never.

Female, 46, Fundraising Manager, Cardiff

One participant was in fact scammed in this way, when trying to buy a smoothie maker via an ad on TikTok.

I wanted to buy a smoothie maker and I was looking on TikTok for the best ones. There was a video of it working and a link to click to buy. The link took me to a website. It was already in my basket. You just had to add your address, and obviously you've got all your bank stuff saved on your phone. So, you just do your face ID, it processed it and said it'd be here within five working days.

They took a small payment and then they tried to take, I think it was a £5,000 payment. So, the bank rang me immediately... They were posing as an English company, but the bank said it was a bank account in Greece, or something like that. And I had to cancel my card.

What it has done, which is not a good thing, is it's made me stick to major businesses. So, I've found myself just using Amazon and things that you just factually know are obviously what they say they are, rather than small businesses – which is just a shame because, for example, I always go to my local coffee shop rather than Starbucks... but online, it's harder to know whether something is legit.

Male, 24, Betting Odds Trader, Leeds

Conversely, there was also more recall of warnings about scams during the editorial segments of daytime TV, and in advertising by the banks, for example.

I can always remember adverts on TV... One of the banks was saying "We will never ask you to do such and such", and yet you get the text messages asking you to do that. So, you just think "Nah".

Male, 49, Engineer, Derbyshire

8.3 Less media-literate participants rely on family and friends for advice

In previous waves we have described the role of “family technician” – the person within the family group who is leant on for advice and support with digital technology. As media literacy evolves to be more about the challenges of interpreting content and less about using hardware and services, the role of the family technician seems to be changing also.

Less confident participants will often turn to a family member (or trusted friend) when deciding whether something is a scam or not.

Sometimes we'll get emails or texts and things and I'm looking at it, like, "Is that real or not real?" And then I'll show it to [partner]. He works in that sort of field and he'll say "It's so obvious that's a scam". And I'm like "What do you mean it's obvious? I don't think it is".

Female, 23, Nurse, Belfast

[I'll ask] "[Daughter], what's that?" And she says "Mum, get rid of that, that's a scam." So, I don't open anything if I'm not sure.

Female, 79, Retired, Edinburgh

When this help isn't readily available, they tend to err on the side of caution, deleting emails or not responding to calls or texts.

My dad got scammed a few years ago. Luckily, he got all his money back. He's even more worried. And I just say to him "Don't answer".

Male, 49, Engineer, Derbyshire

When somebody comes on "Hello, this is so and so..." [I reply] "Not interested!" and hang up. "I don't know who you are... Not interested... Cheerio!" and hang up. Why should I get involved with cold callers or scammers?

Male, 62, Unemployed, Lisburn, NI

8.4 Even apparently digitally savvy individuals can fall victim to scams

The most serious case of an attempted scam this year affected one of our youngest participants, a digitally-literate recent university graduate, who almost lost all her savings after responding to a fraudulent “failed delivery” email when away from home and not concentrating fully.

*I got a text message from EVRI. I was out at the time...
I was genuinely expecting a parcel. I had a hen do that weekend.
The dresses that I ordered I needed for the weekend... So, I clicked on to the link.
I had to pay £1.99 or something for a re-delivery...
put it my bank details, didn't think anything else of it... I was busy.*

Female, 23, Sports Coach, Warwick

The scammer then called her, pretending to be a security adviser from her bank, and managed to persuade her to give him access to her online account.

*I then get a phone call, “No caller ID”. I don't usually answer them...
He was saying he's from my bank: someone in London is trying to hack into my
account; I need to follow these steps to secure it... He had a really good way of
making me panic... He managed to get through to my app and I had to accept
something on the app and then all my savings on my Monzo account went...
Three and a half grand. At first, I didn't even realise because he told me he was
protecting it. It wasn't until he was trying to get me to open an overdraft,
and I was like “Hang on a minute... This isn't right.”
And then I ended the phone call straight away.*

Female, 23, Sports Coach, Warwick

Fortunately, she was later able to contact her bank and have her savings restored, but the experience was extremely upsetting.

*Honestly, I felt so stupid, really guilty, for so long because you see it on telly
all the time. But it was just... Yeah, weird, but yeah, horrible.*

Female, 23, Sports Coach, Warwick

This demonstrates not only how scammers are becoming more sophisticated with their approach, but also how otherwise tech-savvy individuals can fall victim to them in the right circumstances.

ANNEX 1: SUMMARY OF WAVE 19 PARTICIPANT PROFILES

| Sex | Age | Job | Location | Years in study |
|--------|-----|---------------------|-------------|----------------|
| Male | 19 | Student | Birmingham | 3 |
| Female | 23 | Nurse | Belfast | 5 |
| Female | 23 | Sports Coach | Warwick | 10 |
| Male | 24 | Betting Odds Trader | Leeds | 11 |
| Male | 27 | Tutor | London | 10 |
| Female | 30 | Solicitor | Edinburgh | 16 |
| Male | 34 | Carer | Clacton | 18 |
| Female | 35 | Doctor | London | 18 |
| Male | 37 | Banking Analyst | Leeds | 1 |
| Male | 44 | Web Officer | Cardiff | 18 |
| Female | 46 | PA | Woking | 3 |
| Female | 46 | Fundraising Manager | Cardiff | 18 |
| Male | 49 | Engineer | Derbyshire | 19 |
| Female | 50 | Carer | Somerset | 18 |
| Female | 57 | Housing Officer | Coventry | 19 |
| Male | 62 | Unemployed | Lisburn, NI | 16 |
| Female | 62 | Unemployed | London | 18 |
| Male | 69 | Semi-retired | Pinner | 18 |
| Female | 79 | Retired | Edinburgh | 16 |
| Male | 79 | Retired | Warwick | 7 |

ANNEX 2: DISCUSSION GUIDE

General media usage

What, if anything, has changed in your household since last time we spoke and what impact has that had on you?

What new media technology have you acquired in the last 12 months? What were the reasons for getting this new 'stuff'? Were they upgrades/replacement, or new items?

What factors influenced your choice of product/service? [PROBE ON THE ROLE OF INTRINSIC (E.G. FEATURES, PRICE) VS EXTRINSIC FACTORS (WORKING FROM HOME, REVIEWS, PESTER POWER)]

Have you changed your phone or phone package in the past year? How and why (or why not)? [PROBE IN PARTICULAR ON CHOICE OF HANDSET – MODEL, NEW VS SECOND-HAND, ETC. – AND ANY SWITCHING TO/FROM SIM-ONLY PACKAGES]

Thinking about the different electronic media you have access to, including TV, radio, the internet and gaming, which media are you using more than last year, and which are you using less? Why is this?

AUDIT: WHO PROVIDES THEIR TV/LANDLINE/BROADBAND/MOBILE – INCLUDING BUNDLES?

Have you switched TV, telephone, broadband or mobile provider in the past year? If so...

What prompted you to switch? How did you decide on which provider to go with?

Have you had any problems with your TV/phone/broadband/mobile service in the past year (either in terms of technical issues – including internet speed – or customer service)? [PROBE FOR DETAILS] What impact did not having access to [SERVICE] have on you?

Working/studying at home

[WHERE RELEVANT] Do you work from home some or all of the time? Has this changed in the last year?

How are you using technology to help you work from home?

What are the benefits and/or drawbacks of this?

[WHERE RELEVANT] How are you using technology to help you/your children with your/their studies? [PROBE FOR DETAILS]

What are the benefits and/or drawbacks of this?

Screen time

[FOR THOSE WHO PREVIOUSLY CLAIMED TO HAVE TAKEN STEPS TO REDUCE THEIR SCREEN TIME] Last year you said you were trying to cut down on your screen time...

How effective were you at doing so?

How did you feel as a result?

How concerned are you about how much time you spend looking at a screen? Why (not)?

What steps (if any) have you taken to reduce your screen time? [PROMPT FOR ANY USE OF PHYSICAL METHODS SUCH AS PHONE CAGES DURING MEALS, LEAVING THE PHONE OUT OF REACH AT NIGHT, ETC.]

[PARENTS ONLY] Do you have any concerns about how much time your children spend looking at a screen? [PROBE FOR DETAILS]

Smart tech

Have you acquired any new "smart technology" in the last year (for example smartwatches, smart speakers, smart doorbells or thermostats)? [PROBE FOR DETAILS]

Are you using the smart technology you already own more or less than before? Why?

Has the novelty of this technology worn off at all?

How often do you use voice-activated "smart assistants" such as Alexa, Siri, etc. on your phone and/or other devices, and in what circumstances?

How effective are they and how do you feel about using them? (PROBE FOR +VES AND -VES)

Do you have any concerns about smart speakers (e.g. privacy, children accessing unsuitable content)?

AI

What is the first thing you think of when you think of Artificial Intelligence, or AI?

How familiar are you with the concept of Generative AI tools like ChatGPT, Snapchat's 'my AI', Bing Chat, Google Bard, Midjourney or DALL-E?

Do you know what they're used for? [PROBE FOR DETAILS]

Have you ever used any of them? If so, what for? If not, why not?

What do you think the impact on society will be of the increased use of these AI tools? [PROBE FOR DETAILS – HOW TO KNOW WHAT TO TRUST, WHAT IS TRUE, AND DOES THIS MATTER?]

What coverage have you seen or heard about AI in the media?

[Where relevant] what do you think of the coverage AI has received in the media? [PROBE FOR E.G. HOW INFORMATIVE IT IS, OR ANY ACCUSATIONS OF SCAREMONGERING]

[FACE TO FACE INTERVIEWS ONLY]

I'm going to show you two photos and a video which may or may not be fake content generated by AI. In each case I'd like you to tell me...

Is it genuine or fake?

Was it easy to tell?

What kind of thought process you went through to arrive at your judgement [PROBE FOR DETAILS]

SHOW AI "DEEPFAKE" SCENARIOS 1-3 [MARGOT ROBBIE "BARBIE" PHOTO, TRUMP ARREST PHOTO, MARTIN LEWIS CRYPTO VIDEO] ON IPAD

Interest-led media usage

Do you have any particular hobbies, passions or interests which drive the content you watch, listen to, or view online? [PROBE BASED ON KNOWN LIFESTAGE FACTORS, HOBBIES, PASSIONS]

How do you pursue this interest? And how does your media use reflect this interest? (TV, radio, podcasts, YouTube, social media, etc.)? [TRY TO BUILD A MAP OF HOW THEY FUEL THEIR INTEREST]

What, if anything, are you getting from podcasts, YouTube and social media that you're not getting from mainstream media?

Are you consuming more or less of certain kinds of media as a result?

[WHERE RELEVANT] Do you ever have any issues or concerns about the accuracy or trustworthiness of information you come across relating to your area of interest?

Who/what are your primary sources for information about your area of interest?

Do these sources ever express opinions about subjects other than their area of specialism (e.g. football pundits talking about politics)? How do you feel about this?

Cost-of-Living Crisis

To what extent have you been affected by the Cost-of-Living Crisis since we spoke last year?

Which aspects of the crisis have affected you most (e.g. energy costs, food costs, mortgage costs)?

What impact has this had on your day-to-day life?

Have you noticed any increases in the cost of your media and communications services (e.g. mobile, broadband costs, subscriptions to streaming services)?

Has this had any impact on which services you choose to subscribe to?

[WHERE RELEVANT] How have you replaced any services you no longer subscribe to?

To what extent have you been using the media, apps and the internet to help you save money (e.g. price comparison websites, apps for special deals, etc.)?

Do you spend more time now looking for good deals when (e.g.) shopping online? [PROBE FOR DETAILS]

Has this led to you buying from different places than you might have done previously, or do you still stick to the same sources (e.g. Amazon)?

When you shop online, how closely do you look at ratings/reviews (for products and/or for the site)? [PROBE FOR DETAILS]

Whose reviews do you pay attention to – users on the site/experts/friends & family?

How important are reviews vs price? Would you buy from an online retailer that had worse reviews if the price was cheaper?

Are there any particular sources of information you trust to help you when it comes to dealing with personal finance and the cost of living (e.g. Martin Lewis Money Saving Expert, social media, offline sources)? [PROBE FOR DETAILS]

Do you think that the mainstream media coverage of the Cost-of-Living Crisis has been balanced and proportionate?

Television

Overview

What have been your personal viewing highlights over the past year? Which programmes have you most enjoyed, or found most interesting? [PROBE FOR DETAILS]

How do you watch television and streaming services now? What changes, if any, have you made to your TV viewing over the past 12 months, and why? [PROBE ON CONSUMPTION OF LINEAR VS ON-DEMAND TV, USE OF STREAMING SERVICES SUCH AS IPLAYER, ITVX, NETFLIX, DISNEY+ AND AMAZON PRIME, AND ROLE OF DIFFERENT DEVICES, ESPECIALLY WATCHING ON SMARTPHONES AND TABLETS.]

How much of your viewing is on your own vs with other people, and has this balance changed at all in the past year? Are there certain specific programmes (or types of programme) you tend to watch with others, or particular times of the week (e.g. Saturday night) when you'll watch together?

[WHERE RELEVANT] Are there particular programmes or services that you will make a point of watching on the "big screen" (TV) as opposed to on a mobile device? [PROBE FOR DETAILS]

Of all the different television channels and streaming services you now have access to, which would you consider to be your "go-to", or first choice, channel or service?

Does this vary depending on the type of programme you're watching, when you're watching, or who you're watching with? [PROBE FOR DETAILS – E.G. ARE THEY MORE LIKELY TO GO TO 'REGULAR' TV FOR SPECIFIC TYPES OF PROGRAMME SUCH AS ENTERTAINMENT SHORS, OR WHEN THEY ARE SITTING DOWN AS A FAMILY?]

Is it easy to find good programmes to watch? How do you find them?

Multi-screen activity

Do you ever do other things (e.g. check social media, messaging friends, online shopping) while watching TV or streaming services? If so, what?

On-demand (OTT) or streaming services

Do you currently have a subscription to any streaming video services? Netflix, Amazon Prime Video, NOW TV, Disney+ and Apple TV+ are the main ones, but there are lots of others.

Have you got any new ones in the past year? What prompted this (e.g. a specific series)?

Are these household subscriptions (for the family) or personal ones?

Is it becoming more difficult to share accounts with friends and family these days? [PROBE FOR DETAILS] If so, how has this affected what you do (e.g. bought additional subscription, got rid of service, found a workaround)?

Which ones are you watching more than last year, and which are you watching less?

Which services do you subscribe to on an ongoing basis and which do you opt in and out of from month to month? Why?

Has the amount of time you spend watching services like Netflix, Amazon Prime Video, NOW TV, Disney+ and Apple TV+ – or the way in which you watch them – changed?

What are you watching on these services? [PROBE FOR VIEWING OF ORIGINAL OTT CONTENT SUCH AS *BROOKLYN NINE-NINE*, *TED LASSO*, *THE LAST OF US*, *THE LINCOLN LAWYER*, *THE WHITE LOTUS*, ETC. vs BBC/ITV/C4 ARCHIVE CONTENT SUCH AS *PEAKY BLINDERS*, *THE DETECTORISTS*, *DOWNTON ABBEY*]

PSB Content

How much do you watch the traditional 'public service' channels like BBC One to Four, ITV1, Channel Four and Five these days (or programmes from those channels on the iPlayer, ITVX etc.)? Do you watch them more or less than last year?

What programmes do you watch on these channels and why? [PROBE ON E.G. FORCE OF HABIT/ROUTINE, ACCOMPANIMENT TO DAILY LIFE, SHARED VIEWING EXPERIENCES, DIFFERENCE TO PROGRAMMES AVAILABLE ELSEWHERE]

How much of your viewing of these channels is via streaming services like the BBC iPlayer or ITVX – whether it is on-demand or live streaming of programmes?

Do you use streaming services like the BBC iPlayer, Channel 4 or ITVX to browse and discover new programmes to watch, or to access box sets, or do you just use them for catch-up? [PROBE FOR DETAILS]

What is your overall attitude to the BBC these days? Why do you say that?

Do you (still) pay for a TV licence?

How do you feel about paying for the TV licence?

Have you considered stopping your TV licence? Why (not)?

Has your attitude changed at all in light of the Cost-of-Living Crisis?

Coverage of major events

One very high profile event this year was the coronation of King Charles...

How did you follow the coverage of this (e.g. TV, online), how closely and from which sources (BBC vs other providers)?

How well did you think it was covered (compared to coverage of the Queen's death and funeral in 2022)?

Did you follow the Women's World Cup football? If so, how? [PROMPT: E.G. LIVE VS ON-DEMAND, IPLAYER VS REGULAR TV]

[WHERE RELEVANT] Last year you remarked that the coverage of women's football on mainstream television was good for society. Do you still feel the same way?

How important is it for this type of major event to be covered by the main broadcasters like ITV or BBC?

Would it make any difference if they were only on (e.g.) Sky, Netflix or Amazon Prime?

Radio and other audio content

When, where and how are you listening to radio and/or music and other audio content these days? And how has this changed? [PROBE FOR ONLINE AND ON-DEMAND LISTENING, MUSIC STREAMING (E.G. SPOTIFY) USE OF PODCASTS, LISTENING VIA SMART SPEAKERS, DAB, DTV AND MOBILE DEVICES.]

Thinking about (each of) radio/podcasts/music streaming services (as appropriate)...

When/where do you listen to [X]?

What makes you specifically listen to [X] then, as opposed to [Y] or [Z]?

What are you getting from listening to [X] that you can't get from listening to [Y] or [Z]?

[THOSE WHO DON'T LISTEN TO RADIO] Why don't you listen to the radio?

Did you used to listen? If so, why did you stop?

What, if anything, would make you listen?

[THOSE WHO LISTEN TO PODCASTS] Which podcasts do you listen to? [PROBE FOR DETAILS]

Do you do anything else at the same time e.g. exercise, commute?

Are you listening to more or less than before?

Have podcasts replaced another type of audio or other activity?

Internet

Overview

Has the way in which you access websites, apps, online services and social media changed over the past 12 months? [PROBE ON CONSUMPTION/ROLE OF DIFFERENT DEVICES, ESPECIALLY SMARTPHONES AND TABLETS.]

Would you say you are using more or fewer websites, apps, online services and social media these days? Why is that?

What new things are you doing online that you weren't 12 months ago? Who or what has inspired you to do/try them?

Is there anything specific that you'd like to be able to do (online), but can't? What is stopping you?

Have you experienced any issues with (e.g.) having to pay for parking or buy travel tickets electronically or via dedicated apps?

Are there things you'd *prefer* not to do online (e.g. banking, accessing health services)? Have you suffered any negative consequences as a result of this?

Social media

How has your use of social media (Facebook, Twitter/X, Instagram, LinkedIn etc.) changed over the past year? Which are you using, which ones are you using more or less, and why? Are you using any new ones? [FOR THOSE WHO WERE ON BEREAL LAST YEAR, ARE THEY STILL USING IT AND, IF NOT, WHY NOT?]

Have you used Threads (Facebook/Meta's new alternative to Twitter) at all?

YES: Is this instead of Twitter? Have you stuck with it and why (not)?

NO: Why not?

[WHERE RELEVANT] Has the switch in branding from Twitter to X changed your behaviour, or your attitude towards Twitter at all?

How often do you look at social media? Do you look at certain ones more than others? Why is this? [PROBE ON E.G. PERSONAL PREFERENCE VS ABILITY TO ACCESS SPECIFIC SOCIAL GROUPS]

[WHERE RELEVANT] Last year you suggested that you were trying to cut down on the amount of time you spend on social media. Were you successful? [PROBE FOR DETAILS.] Are you still trying to cut down? Why (not)?

[IF SUCCESSFUL] What are you doing instead with the time you saved?

What kind of content do you look at and/or follow on social media (e.g. friends, hobbies, celebrities, brands)?

How much of the content you look at on social media is posted by "influencers" or experts in a specific field? Is it clear to you when they are posting content which is advertising a product or brand, as opposed to voicing their own opinions? [PROBE FOR SPECIFIC EXAMPLES.] Does this vary from platform to platform?

[WHERE RELEVANT] Who would you consider to be the influencers or experts you follow most closely? [PROBE FOR DETAILS]

What kind of content do you post on social media (e.g. photos, videos, comments)?

Do you post (or share content) more or less than you did last year?

How aware are you of the rules of what can or can't be posted on social media? Do you ever have cause to check the terms and conditions or community guidelines? Why (not)?

How much do you trust the information that you see on social media? How do you evaluate whether or not something you see shared on social media is true or not?

Have you come across any information that is not true on social media in the last year? [PROBE FOR DETAILS]

Messaging apps

Do you use any of the instant messaging apps (e.g. WhatsApp, Facebook Messenger, Snapchat)? [PROBE FOR USE OF APPS FOR MESSAGING VS VOICE AND VIDEO CALLING]

Has your usage of them changed in the past year? Have you started using any new ones?

YouTube and other VSPs

How often do you watch YouTube? More or less than last year? Why?

How often do you watch TikTok? More or less than last year? Why?

Do you watch videos on any other sharing platform (e.g. Twitch, Snap)?

Do you ever post video content to YouTube, TikTok, etc.?

What do you watch on YouTube, TikTok, etc.? Are there specific people or channels that you go back to regularly? [PROBE FOR DETAILS]

Do you trust what you're watching on YouTube, TikTok etc.? More or less than what you see on TV, for example? Why (not)? What about compared to other content you view online?

eDemocracy

Have you used the internet or apps in the last 12 months to access or to contact government or other public services, for example...

Applying for a driving licence, passport or other paperwork?

Submitting a tax return?

Looking up information about benefits or pensions?

Booking or conducting a doctor's or hospital appointment?

Looking up health information from the NHS?

Contacting your local council?

Looking up information about local services such as bin collections?

[IN EACH RELEVANT CASE...]

What was your experience like? [PROBE: WAS IT USER-FRIENDLY? WERE THEY ABLE TO ACHIEVE WHAT THEY WANTED?]

Is this something you would normally do "offline"? If so, were there any advantages and/or drawbacks in moving from offline to online?

[WHERE RELEVANT] Do you ever feel that you are at a disadvantage compared to other people because so much contact with government and public services is now online?

Health

Do you ever use the internet to get help, information about physical or mental health issues? [PROBE FOR DETAILS] If so...

How do you set about finding the information? Which sources do you use?

How do you decide whether or not you can trust the information you find? [PROBE ON ROLE OF E.G. RATINGS, COMMENTS, EXPERT VIEWS, BRANDS, FRIENDS AND FAMILY, PREVIOUS EXPERIENCE]

Harmful/hateful and inappropriate online content

Have you (or anyone in your family) seen anything in the last 12 months – on social media, video sharing sites, messaging apps or any other online media you use – that made you feel uncomfortable, upset or negative in any way? [NB: PARTICIPANT MUST BE GIVEN THE OPTION NOT TO ANSWER IF THEY ARE UNCOMFORTABLE DOING SO.]

[IF YES] What was it about it that upset or offended you?

Was it aimed at you, or someone else?

Was it aimed at a particular group or type of person (e.g. religious, sexuality, disability, gender)?

What, if anything, did you do about it (e.g. ignore it / report it / respond to it / make a comment / unfriend that person, etc.)? Why?

[IF HARMFUL CONTENT WAS REPORTED] How easy was it to report? What response did you get?

Did it put you off visiting that site/platform again?

[IF NO] Would you know what to do if you were to see something that upset or offended you online, for instance on social media or messaging apps (e.g. ignore it / report it / respond to it / make a comment / unfriend that person, etc.)?

Overall, would you say that you've seen more or less harmful, hateful or inappropriate content online in the last year, compared to previous years?

Are you aware of a new piece of government legislation called the Online Safety Bill³, which has recently become law?

[WHERE RELEVANT] What do you know about the Online Safety Bill, and how do you think it might affect you personally (if at all)?

Privacy and Security

What concerns, if any, do you have about giving your personal data (e.g. address, phone number, email address) to websites or apps?

Does it make a difference if it's a commercial company/brand vs an "official" site like a government or council department?

Have you had any bad experiences in the past year as a result of giving your personal information to a website or app?

How much information do you make public on your social media profiles? Has this changed in the past year?

Do you feel you have a good understanding of who your personal data is being used by, and what for? Does this give you any cause for concern?

How aware are you of websites like Google and social media such as Facebook and Instagram serving up specific posts and advertising to you based on content you have previously viewed, liked or commented on?

Do you like it when this happens, or not? [PROBE FOR DETAILS]

How useful or relevant to your interests do the recommendations tend to be?

Do you ever take steps to avoid or turn off recommendations?

Have you received any "scam" emails, texts or phone calls in the past year, for example from people pretending to be your bank, Inland Revenue, a retailer or delivery company, trying to get you to pay them money, or get hold of personal information such as your bank details? [PROBE FOR DETAILS]

How convincing was the scam? Were you tricked?

[IF NOT] How long did it take you to realise this was a scam? How did you spot this?

What did you do about it (e.g. report it, mark it as spam)? [IF NOTHING] Why not?

Do you have any other particular concerns about the security of your information online at the moment? Do you always feel safe when you are online? If not, when and why not?

³ The Online Safety Act 2023 was given royal assent on 26 October 2023, near the end of the fieldwork period.

Gaming

How often do you play games (either on your computer, phone, tablet or on a games console)? [PROBE FOR DETAILS OF WHICH PLATFORMS ARE USED FOR GAMING] Has this changed in the last year?

How much of your gaming is online (either because the game itself is online, or because you're using the internet to talk to other people while you play)?

Do you play and/or chat with other people (online) while you are gaming? Are these friends or strangers? [PROBE FOR DETAILS]

News

Are you more or less interested in news than you were this time last year? Why?

How are you accessing news these days? How has this changed at all in the past year?

What would you consider to be your main sources of news nowadays? [PROBE ON EXTENT TO WHICH PEOPLE USE MAINSTREAM VS OTHER NEWS OUTLETS]

Are there any that you trust more or less?

Do you think some are more impartial than others? Do some have a particular viewpoint (and does that matter)?

Are you looking at any different news sources now, compared to a year ago? [PROBE ON ALTERNATIVE SOURCES MENTIONED BY PARTICIPANT IN PREVIOUS WAVES]

Do you access any news via social media or video sharing sites? If so, which platforms (e.g. Facebook, Instagram, Twitter/X, TikTok, Gettr, YouTube)? [PROBE FOR DETAILS]

[WHERE RELEVANT] Do you use social media for accessing particular types of news (e.g. important news stories, local news, fun/celebrity news)? Is this different to how you use other media to access news?

Do you use different social media platforms for different types of stories?

Do you look specifically for news on social media or do you just come across it in your feed?

When you see news on social media, are you aware of the original source of the news (e.g. BBC, Mail Online, GB News, Huffington Post etc.)? [PROBE FOR DETAILS]

Are there certain sources that you trust more than others?

Do you ever check a news story by looking at another source?

Do you ever use social media to look for details about news stories that are missing from the mainstream coverage (e.g. speculation about the identity of unnamed individuals mentioned in news stories)? [PROBE FOR DETAILS]

[IF IT DOESN'T COME UP SPONTANEOUSLY] How much of your news comes from the BBC? Is this more or less than in the past?

What do you think of BBC News?

Are you interested in local news? If so, where do you get this from?

What type of local news stories do you see, and how do these make you feel (e.g. more connected to your local area, nervous about local crime and anti-social behaviour, etc.)?

Are you more or less trusting of the news you see or hear on TV, radio or online these days? Why?

Have you seen anything in the past year that you would consider to be "misinformation" or "fake news"? If so, how did it make you feel and how did you react?

If you weren't sure about how truthful a particular news story was, what steps would you take to check it (if any)? [PROBE FOR DETAILS]

ANNEX 3: STIMULUS MATERIAL

The following two images and one video were used as prompts in the discussion about artificial intelligence (AI) – see Section 2.3. All three were widely distributed in the public domain in the period before fieldwork for this year’s wave began.



Promotional image of Margot Robbie from the film *Barbie*

(Source: BBC Bitesize *Artificial or Real?* AI quiz – <https://www.bbc.co.uk/bitesize/articles/zcg8mbk>)



AI-generated image purporting to be of Donald Trump’s arrest

(Source: BBC News article *Fake Trump arrest photos: How to spot an AI-generated image* – <https://www.bbc.co.uk/news/world-us-canada-65069316>)



Elon Musk presented his new project

“Deepfake” video featuring Martin Lewis appearing to promote an investment opportunity purportedly connected to Elon Musk

(Source: link posted on Martin Lewis account on X.com – <https://twitter.com/MartinSLewis/status/1677000805738479618>)

Script:

Elon Musk presented his new project in which he has already invested more than \$3 billion. Musk's new project opens up great investment opportunities for British citizens. No project has ever given such opportunities to residents of the country.